

## **Abstract**

Title:	Public opinion research of visitors of the Olympic Park Rio – Lipno 2016
Goal:	To evaluate the importance of the Olympic Park Rio – Lipno 2016 based on public opinion of visitors. To propose conceptual improvements for the following Olympic parks during the Summer and the Winter Olympic Games.
Methods:	Quantitative questionnaire was used as the main method to determine public opinion. Observation, qualitative and analysis of documents from ČOV resources served as a secondary analysis.
Results:	The Olympic Park Rio – Lipno 2016 was visited mainly by sport active people from South Bohemian Region and surroundings. Most of them were satisfied with the concept of the park and they would visit this kind of project in the next years. People perceived the park as a place for joint cheering, place for trying new sports and they think that the concept of Olympic park would help to motivate public to practise sports. I would recommend for future checking activity park partners, enhancing the quality of food and improve highlighting signs and raise awareness about park of volunteers.
Key words:	Public opinion, sport and population, Olympic Park Rio – Lipno 2016, Winter Olympic Games